

NEW YORK

**COSMOS**



**AUSTRALIAN**

**SOCGEROOS**



**SYDNEY  
SHOWGROUND**

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# COSMOS

## — \$100 MILLION OF SOCCER TALENT

Since New York Cosmos signed Pele on a three-year contract on June 10, 1975, they have become just about the most exciting, most famous, most sought-after soccer club in the world.

They have done it by combining outstanding soccer skills with a flair for showmanship and presentation that matches the Harlem Globetrotters in basketball.

Even those who are only mildly interested in sport will be thrilled by the pace, the style, the sheer extravagance of their superb ability.

Pele was just the first of twenty international soccer stars and personalities assembled by Cosmos into the most dynamic team in the history of the game.

Already they have done what no other North American club has ever done. In 1977 they became the first club to win the Rose Bowl—the North American Soccer League championship—for the second time. Last year, Cosmos became the first club to win the Rose Bowl two years in a row.

Fired by the spectacular results of signing Pele, Cosmos went out in 1977 to sign some of the world's best players—Franz Beckenbauer, Carlos Alberto Torres, Giorgio Chinaglia, Erol Yasin.

But with Pele going, and the numbers and playing strength of other clubs in the NASL increasing, head coach Eddie Firmani knew he would have to strengthen his playing squad further to keep Cosmos at the top of the North American soccer tree.

Armed with the persuasive powers and elastic cheque-book of their franchise holders, Warner Communications, Cosmos scoured the world for the players they wanted. With players of good international standard changing clubs in Europe at transfer fees of nearly \$3 million—plus enormous personal signing-on fees and contract payments—Cosmos knew the superstars they were seeking would cost huge sums.

But Cosmos knew that they were in show business, just as surely as Warner Communications were, and they were prepared to pay show business money for the performers they wanted.

Cosmos went to England for Dennis Tueart, to Yugoslavia for Vladislav (Blackie) Bogicevic, to Iran for Andranik Eskandarian.

They went to Chinaglia's former club, Lazio of Rome, and signed Giuseppe (Pino) Wilson, and back to the

leading Brazilian club, Fulminense, where they had signed Carlos Alberto, to get Francisco Marinho.

They signed Dutch World Cup stars Johan Neeskens from the Spanish champions, Barcelona, and Wim Rijsbergen from the French first division club Bastia.

In Ecuador they found an Argentinian midfielder of Italian extraction, Antonio Carbognani, playing for FC Barcelona of Guayaquil, and signed him.

Cosmos needed these players—whatever the cost—to maintain their position as the leading club in the NASL.

But they did not need them to create a cosmopolitan reputation. This was already firmly established.

Terry Garbett, a rugged midfielder from the English club, Sheffield United, had been with Cosmos for four years.

Team captain Werner Roth, Mark Liveric and Boris Bandov are all United States nationals but were born in Yugoslavia. Another US national, Greg Ryan, was born in West Germany.

Garry Ayres was a Canadian World Cup player and Joe Fillian was born in Brazil.

Rick Davis, David Brcic, Santiago Formoso, Gary Etherington, Kevin Eagan, Bobby Smith and Ron Anatasio are all US-born.

And in 1979, Cosmos have added to the colourful, talented character of their team by signing Hubert Birkenmeier from West Germany, Nelsi Morais from Brazil, Godfrey Ingham from Luton Town in England and Abdul Razak from Asante Kotoko in Ghana.

Razak is not Cosmos' first African player. Although Seninho starred with Oporto, he was born in Angola, the country that former Portuguese superstar Eusebio came from.

And Cosmos' international character is rounded off by their coaching staff. Professor Julio Mazzei is Technical Director of the team. He was personal trainer to Pele and the Brazilian National team, and along with Pele has set up soccer coaching schools in 64 countries.

His deputy is Ray Klivecka, Lithuanian-born, who was twice selected an All-America player before he took a physical education degree at Long Island University and turned to soccer coaching.

# SUPERSTARS OF THE COSMOS

**FRANZ BECKENBAUER** is a supreme example of the level at which Cosmos operate in building their team. Apart from his almost unbelievable record of triumphs as a player, Beckenbauer reads Schopenhauer, the German philosopher. He also studies politics and business management, and goes to ballet or to classical music concerts whenever he has the time from his soccer. He concedes that Schopenhauer is heavy, "But only because the language has changed since his time. I have to read everything twice to understand it."

Beckenbauer first made his mark as a soccer player at international level when he sparked the West German team to reach the final of the World Cup in England in 1966, where the Germans were beaten 4-2 by the host country after extra time. Beckenbauer was then a midfielder. Now he plays at midfield for Cosmos only because Carlos Alberto commands Beckenbauer's favourite position at sweeper. As a sweeper he captained Bayern Munich when they won the West German Bundesliga championship in 1969, 1972, 1973 and 1974, and the European Championship in 1974, 1975 and 1976. He also played as a midfielder for West Germany in the 1970 World Cup finals in Mexico and captained his country to win the World Cup in Munich in 1974. He was voted the NASL's Most Valuable Player in 1977 and its Best Midfielder in 1978.

**CARLOS ALBERTO (TORRES)** captained and played in the Brazilian national team which won the World Cup in Mexico in 1970, and in the Santos team with Pele from 1966 to 1974. Started his professional career at 19 with Fluminense, and went back to that club in 1975 to captain them to successive Rio championships.

He was NASL Defensive Player of the Year in 1978 and Sport Magazine's Top Soccer Performer the same year.

**VLADISLAV BOGICEVIC** called Blackie when he toured Australia with Red Star Belgrade in 1977. Bogicevic has been renamed "Bogie" in North America. Bogicevic inspired Red Star to three 3-1 victories over the Australian national team in January and February 1977. He came back with Red Star in July of that year when they reached the final of the World of Soccer tournament, beating the Australian team 3-2 on the way. His easy manner and ready smile made him very popular in Australia.

Bogicevic has 47 international caps for Yugoslavia and played 503 times for Red Star, captaining them to five Yugoslavian championships and four Cup wins.

**GIORGIO CHINAGLIA** was the leading goalscorer in the Italian First Division when he played with Lazio of Rome, and has been leading goalscorer during his three years with Cosmos with 129 goals in 139 games. Chinaglia is now a naturalised American, and runs one of Cosmos two junior coaching camps. Pele runs the other.

**DENNIS TUEART** will be remembered best in Australia by those who saw his remarkable goal for Manchester City against Newcastle United in the 1976 Football League Cup Final when he got the winning goal with an overhead "bicycle" kick. Was named as The Most Valuable Player of the 1978 NASL play-offs and soccer Bowl.

He played seven times for England, 151 games for Manchester City and 182 times for Sunderland.

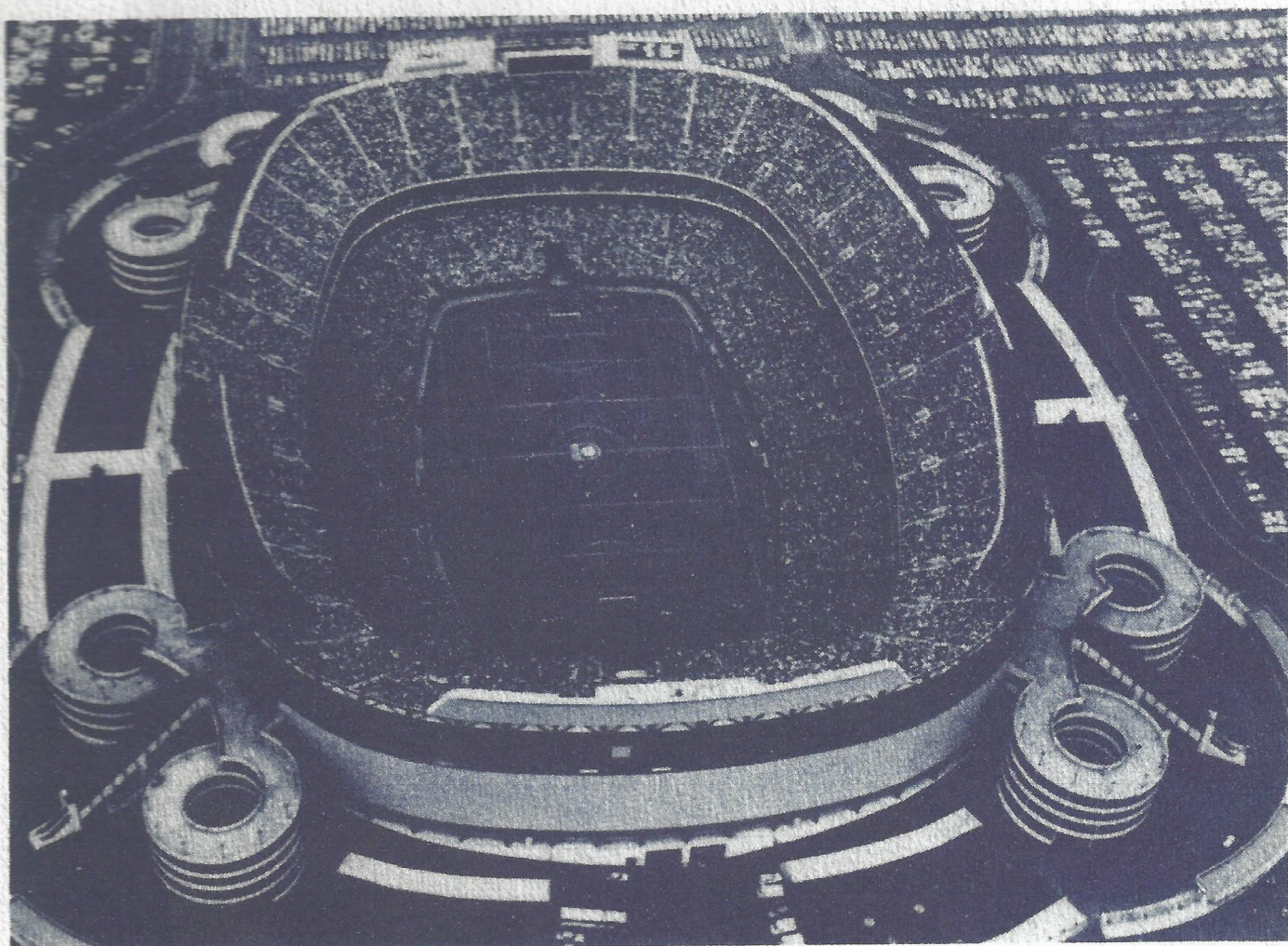
**ANDRANIK ESKANDARIAN** played in Iranian national teams in 1973 and 1977 which beat Australia three times in four World Cup matches. He was in the Iranian team which played in the World Cup finals in Argentina in 1978. Also played in the Iranian team in the Olympic soccer tournament in Canada in 1976.

**FRANCISCO CHAGAS MARINHO** was selected for the World Cup finals "All-Tournament Team" in West Germany in 1974 when he played for Brazil. Marinho is an exceptionally fast and skilful fullback, and has scored eight goals in 48 international games for Brazil. Marinho is popular with the ladies because of his charm and modest bearing.

**JOHAN NEESKENS:** In the sensational short history of Cosmos, perhaps the most important event was the signing of Holland's star of two World Cups, Johan Neeskens. A team-mate of the legendary Johan Cruyff at Ajax and Barcelona as well as in the Dutch national team, Neeskens is still only 27. He was a member of the Ajax team which won the European Championship in 1971, 1972 and 1973, and beat Independiente of Argentina for the World Club championship in 1972. He was in the Dutch national team beaten by West Germany in the World Cup final in Munich in 1974 and by Argentina in Buenos Aires in 1978.

His last act with Barcelona was to lead them to victory in the European Cup-winners' Cup.

**(WILHEMUS) WIM RIJSBERGEN** was a member of the Dutch national team which reached the final of the World Cup in 1974 and 1978. He was transferred from the Dutch first division club, Feyenoord to Bastia, an unfashionable French first division club from the small Mediterranean island of Corsica. Rijsbergen's strong defensive skills helped Bastia to achieve their best ever position in the league—fifth—in 1978.



## **COSMOS — A \$250 MILLION SPORTS MULTI-NATIONAL**

New York Cosmos has set the pattern since 1975 in North American soccer. At that time the Cosmos franchise holders—Warner Communications Inc.—decided to turn the club into a business, to be run at a profit, just like any other commercial enterprise they were involved in.

Cosmos executive offices are at Rockefeller Plaza in the heart of New York where an executive, managerial and administrative staff of more than 60 runs the business.

"The Factory" is at East Rutherford, New Jersey, where Cosmos can accommodate nearly 78,000 at the Giants Stadium in the heart of the \$340 million sports and exhibition centre, with parking capacity for 20,000 cars and 400 buses.

The world's largest stadium sound system carries announcements through more than 75 kilometres of cable and 2100 speakers to the average 1978 home crowds of 47,395.

In 1977 more than 800,000 people turned up to watch Cosmos' 21 home games, but in 1978 Cosmos played 23 home games—and attracted more than a million spectators.

Through these massive home attendances, through television and radio broadcasting rights to their games, and through merchandising, parking and refreshment concessions at Giants Stadium, Cosmos earn the huge sum of money required to run their vast sporting enterprise.

And with its \$100 million playing staff from every continent except Australia Cosmos is a truly multi-national corporation.



## PLAYERS TRAVELLING WITH COSMOS

Name	Nationality
Hubert Birkenmeier	West Germany
Erol Yasin	Turkey
Eskandarian	Iran
Francisco Marinho	Brazil
Terry Garbett	England
Carlos Alberto (Torres)	Brazil
Franz Beckenbauer	West Germany
Dennis Tueart	England
Vladislav Bogicevic	Yugoslavia
Giorgio Chinaglia	Italy (now USA)
Johan Neeskens	Holland
Greg Ryan	USA
Antonio Carbognani	Argentina
Rick Davis	USA
Charles Kessel	USA
Gary Etherington	England (now USA)
Nelsi Morais	Brazil
Santiago Formoso	Spain (now USA)
Arsenio Rodrigues Jardim	Angola (now Portugal)
Abdul Razak	Ghana
Wim Rijsbergen	Holland

## **SOCCEROOS ARE HOPPING**

Since Rudi Gutendorf took over as national coach a year ago, a new excitement has been born in Australian soccer. The emphasis is on youth, with an eye to building for the future. But the policy is producing dynamic soccer in the present.

Gutendorf made his first task the selection and training of a squad of teenagers to represent Australia in World Youth Cup qualifying matches in New Zealand. Successful in that tournament, the Young Socceroos went on to the next stage of the Cup in South America.

And from that youthful team the full national side has already drawn two players — goalkeeper Greg Woodhouse and striker Eddy Krncevic. And there are others on the edge of selection for the national team's tour of Asia in November. Peter Tredinnick from Newcastle, George Christopoulos of South Melbourne and Danny Moulis from Canberra have already represented Australia against touring international sides.

Many of their team-mates in those Australian teams are hardly any older. Marconi's explosive winger, Peter Sharne, and goal-hungry striker Mark Jankovics, plus Ian Souness and Steve O'Connor of Sydney City and Phil O'Connor of St. George are electrifying young players to watch for when Cosmos play the Australians.

## **NEWCASTLE IS SOCCER-CRAZY**

Newcastle is a city united behind its soccer club.

Since Newcastle KB United was formed less than two years ago, it has become the Soccer Capital of Australia. In its first year in the Philips League—the national weekly soccer competition—Newcastle established itself as the best-supported soccer team in the nation, with crowds of more than 100,000 at its 13 home games. That's only one-tenth of the crowds Cosmos commands—but Newcastle is a city with a population only one-fiftieth the size of New York's, and Newcastle played only about half the number of games Cosmos plays in a season.

And Newcastle has given Australia some of its most skilful and magnetic players—striker Ken Boden, midfielders Peter Tredinnick, Malcolm McLelland and Bret Cowburn and fullback Col Curran. Those lucky enough to be at the International Sports Centre will have the excitement and thrill of seeing these players testing to the full the more celebrated and more experienced, but no more talented Cosmos stars.